

# Exhibit 23

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Google Media Highlights - Week of Nov. 4-10, 2007  
 From: Google Global Communications & Public Affairs

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+ ANDROID +

ASSOCIATED PRESS ? November 5.

Google dialing for dollars with free cell phone software package ? Michael Liedtke.  
<http://tinyurl.com/37lszs>

- The Mountain View-based company provided the first glimpse at its mobile ambitions Monday with the announcement of a free software package scheduled to hit the market during the second half of next year. The system, which will control an untold number of cell phones, is designed to unify the developers of mobile applications around a common platform that makes it easier and more enticing to surf the Web on cell phones. The new package is called "Android" in tribute to a Silicon Valley startup that Google acquired two years ago to steer its secretive project. Google is hoping Android opens another lucrative channel for peddling ads and services to people when they're away from their personal computers, supplementing the revenue already pouring into the company from Internet advertising.

- Contrary to reports that surfaced during months of breathless speculation, Google isn't making cell phones, nor does it plan to put its name on the devices equipped with its software. Instead, it will work with four manufacturers and 29 other companies that have formed the Open Handset Alliance to help launch Google's mobile software. But Google Chief Executive Eric Schmidt hinted the company might eventually make its own phone powered by the new software. "We don't want to foreclose any options in the future," Schmidt told reporters during a Monday conference call.

- Because Android will be free, it could undercut rival operating systems that handset makers must buy. The smart phones it comes on also could be less expensive since manufacturers won't have to pay for software and the costs of developing new applications may fall, too. "This is a shot that is going to be heard around the world, but it's just the first shot in what is going to be a very protracted battle in the next frontier of the mobile

opportunity for platform lock-in is gone." ... Andreessen thinks social-networking is just getting started. ... The OpenSocial platform, he says, "unlocks the ability to have a million social networks."

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GIGAOM ? November 6.

Why Is Google Afraid of Facebook? ? Om Malik.

<http://tinyurl.com/2fwdsf>

- Google announced its OpenSocial strategy last week, starting with some of the smaller (albeit fast-growing) social networks, and quickly ensnaring MySpace, Bebo and a bunch of other companies to join its efforts. Nick O'Neill, the brilliant young man who writes the AllFacebook blog, described it as a coalition of the willing. On the surface, it seems like a laudable effort to create a common social platform in which widgets are written once for multiple platforms, allowing for the leverage of data across the web in a seamless manner. It's being pitched as an open social graph. What it really is, however, is the first defensive move by Google, a company whose only strategy ? until now ? has been to stay on the offensive.

- The Palo Alto, Calif.-based upstart has been upstaging Google and stealing its talent, a good enough reason to get any company steaming mad. Remember the public search feature Facebook launched ? in hindsight it seems like a move to grab traffic from Google and boost its own user base. But that was penny ante stuff. There is clearly no love lost between the two companies. The scorched earth strategy adopted by Google with OpenSocial reflects the fact that Facebook threatens to run away with what may be a huge new market for social networking-oriented advertising and as such, doing what until now had been the unthinkable: putting a hand in Google's till.

- This seemingly public yet private Internet starts to grow at an unprecedented rate. According to ComScore data, while Google saw its page views double in the 12 months ended Sept. 30, Facebook saw its traffic zoom five-fold. This trend of hypergrowth for semi-public/private pageviews is going to continue, while the open web that Google is used to indexing is beginning to show signs of fatigue. The difference in the two companies' web strategies ? open vs. private ? is going to be reflected in their diverse advertising strategies. Google tries to personalize ads based on the content of the pages you are viewing. Facebook, on the other hand, knows a lot more about us ? who our friends are, what we like, what groups we belong to, and even when we like to use its service. So what can Facebook do with all that information? It can develop and deliver highly contextual and personalized ads ? the ultimate goal for Google. Unlike Facebook, where people gladly share their personal information mostly due to an illusion of privacy, Google has to give away web services for free in order to get the right data sets needed to deliver more focused advertising.

- Nevertheless, Facebook has a lot to prove ? anecdotal evidence suggests pretty dismal returns on advertising thus far ? and needs to deliver an advertising platform that is exponentially better than Google's keyword-based systems. When given the option of a more effective advertising channel, online advertisers are happy to shift their loyalties. That said, OpenSocial is a pretty clever idea, especially for Google. The Mountain View, Calif.-based search giant doesn't need to own the No. 1 social network, or even operate a social network at all. All it has to do is give application providers a way to monetize their applications. In other words, with OpenSocial Google has extended the life expectancy of its AdSense. It still remains to be seen if OpenSocial partners end up using Google's advertising platform. In fact, a lot about OpenSocial remains unknown at this point, but one thing is clear: It's giving Facebook a reason to pause and do a quick reality check. This open vs. private battle is going to occupy the headlines for some time. In the meantime, wait for Facebook to

make its next move.

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VNU NET - November 6.

Father of Web 2.0 denounces Google's OpenSocial - Tom Sanders.

<http://tinyurl.com/2vo4vt>

- Tim O'Reilly, the father of the term Web 2.0, has denounced Google's OpenSocial as a "full blown disappointment" and "boring". OpenSocial offers a standard for applications on online social networks that allow developers to market their applications on any network supporting the standard. ... The standard however does not unlock data from the participating network, which for instance could have allowed a Myspace user to exchange messages with somebody on LinkedIn. The service also won't allow for social search engines that let users search for friends across all networks. In a posting on a company blog, O'Reilly called the lack of data sharing a "fundamental failure to understand two key principles of Web 2.0", those two fundamentals being open data and loosely coupled applications or services.

- O'Reilly pointed out that Google maps has been a token example of Web 2.0 because it allowed developers to embed the maps on their own website and combine it with data from outside sources. If Google however would have taken the approach from OpenSocial with Google maps, it would have created a service that allowed developers to create mapping applications across Microsoft, Yahoo and Google. O'Reilly summarized such a service as "boring". A reader commenting on O'Reilly's rant pointed out that Google plans to release an addition to the service dubbed the People Data Application Program Interface (API). Although it isn't clear what the API exactly would enable.

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+ FACEBOOK ADS +

ADWEEK ? November 5.

Social Network Ads: Too Close, Too Personal? - Brian Morrissey.

<http://tinyurl.com/yrgv5p>

- Facebook is expected to unveil an ad model that will show ads to users on and off the site based on their profiles, social connections and their friends' recent activities. Analysts and agency executives say the moves to uncover what a News Corp. executive once called the "digital gold" of user-interest data and social connections could herald the evolution of behavioral targeting as the greatest advance in Internet advertising since Google perfected keyword-targeted search ads seven years ago. "It changes everything," said Michael Barrett, chief revenue officer at Fox Interactive Media, the News Corp. unit that includes MySpace. "Every form of targeting has been trying to get to what that individual is thinking about, passionate about and interested in. It defines the next generation of targeting."

- For that to come to fruition, Facebook and MySpace will need to convince users that their profile data is fair game for targeting. Other behavioral targeting networks are already grappling with this problem. A group of privacy organizations last week called for the adoption of a "Do Not Track" list that would allow consumers to register for a list that would prohibit behavioral-targeting ad networks from using their prior Web habits to target ads. (Ad networks that are members of the Network Advertising Initiative already offer "opt-out" cookies that tell networks not to track users.) The Federal Trade Commission held hearings last week on consumer privacy that focused on new forms of behavioral targeting. Any move by Facebook to use its profile data to show ads off its site would run into opposition, said Dave Morgan, founder of Tacoda, a behavioral ad network acquired by AOL in July. "Things like Facebook to many people are very personal," he said.

"It's going to require real transparency to consumers so they don't think it's creepy."

- ... the aim of SocialAds is to find ways to embed advertising more naturally into the site and develop an ad network for showing placements on other sites. Facebook is expected to use the data available in user's profiles to more carefully tailor offers served through its News Feed tracking feature. Those ads have already performed well, with some gaining click-through rates over 10 percent. The flow of information to friends within the network is a ready-made recommendation engine, offering hope of igniting the elusive word of mouth. MySpace is constructing an "influencer" option for advertisers to find users with large, active friend networks and interests in specific categories, such as music. To determine an influencer, MySpace will examine not just their interests but their group membership, friends' interests, site activity and other factors, Barrett said.

- And there is always the risk that such targeting will backfire if the information on personal profiles is fabricated. Facebook is thought by agencies to have an advantage since, unlike MySpace, more people use their profiles to connect to real-life friends, rather than to create online personae that are closer to fiction.

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ASSOCIATED PRESS ? November 6.

Facebook unveils ad targeting program ? Anick Jesdanun.

<http://tinyurl.com/2v2994>

- As Web companies look to boost advertising revenue by offering to target ads to their users' hobbies, interests and behavior, Facebook's move could change the tone of the site and revive privacy complaints it faced last year. Facebook Chief Executive Mark Zuckerberg ... said marketers must respond to the changing nature of communication, driven in part by social-networking sites like his. "Pushing your message out to people is no longer good enough," Zuckerberg told about 200 advertising-industry executives. "You have to get your message out to the conversations."

- Facebook will now allow companies to build profile pages similar to the ones millions of users around the world now maintain. Companies also can now embed coding that Facebook calls Beacon on outside sites such as eBay Inc., enabling a Facebook user who lists an item for auction, for example, to generate alert messages for their Facebook friends, who may then check out the item next time they log on. Users can now send alerts to friends about their reviews of restaurants, what band they enjoyed and what books or DVDs they bought online. And advertisers can have their pitches appear next to those alerts. "People influence people," Zuckerberg said. "Nothing influences a person more than a recommendation from a trusted friend."

- The new program also enables advertisers to fine-tune their audiences ? having their pitches appear only to women under 30 who attended New York University and work at Goldman Sachs, for instance. Self-service tools let advertisers immediately see how many users they will reach as they change their criteria. Privacy advocates say the key to user acceptance will be how Facebook notifies its users and what controls it offers them. Zuckerberg offered few details in the speech, other than to say no personally identifiable information would be shared with advertisers. Facebook has long prided itself on privacy, but the walls have gradually lowered as the site relaxed eligibility requirements and recently started letting nonusers search for members' personal profile pages at Facebook and through search engines like Google.

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ASSOCIATED PRESS - November 6.



Facebook is marketing your brand preferences (with your permission) -  
 Michael Liedtke.  
<http://tinyurl.com/25w4qk>

- Facebook is giving users some control over whether to share information on their buying habits and other online activities with friends. For the program announced Tuesday to work, enough users must actually say "yes" so advertisers can show users their pitches in the guise of friends' endorsements. David Hallerman, a senior analyst at the research group eMarketer, warned that users might not be as receptive to ads when they are communicating with friends on Facebook as they might when they are reading articles elsewhere in a more relaxed, consuming state. "Facebook is everyone's darling today," he said. "If there is a perceptual problem as a safe place for communications, then will it be 2009's darling?"

- In announcing the initiative, Palo Alto, California-based Facebook has begun transforming itself from an online hangout into an online business district. Companies can now create their own pages on Facebook for free and tailor their pitches to the activities of users' friends. For example, if a friend has booked a vacation on Travelocity, the online travel agency will be able to display the friend's photo as part of a "social ad" to entice the user to buy flights and hotel stays. Advertisers can similarly have their pitches appear when friends review restaurants and buy books or DVDs.

- As Web companies look to boost advertising revenue by offering to target ads based on users' hobbies, interests and behavior, Facebook's move could change the tone of the site and revive privacy complaints it faced last year. Facebook will rely on information in users' profiles and on friends' online activity to determine what ads might appeal to users. Key will be how Facebook tells users about the program. Facebook described the changes in a blog posting, but not prominently when users logged on Wednesday morning. "Some people may find it creepy," said Deborah Pierce, executive director of the San Francisco-based group Privacy Activism. "They are trying to find some ways to monetize this and keep the lights on. If the disclosure is up front, yeah, I think this is a reasonable thing for them to do." Facebook has long prided itself on guarding its users' privacy, but the walls have gradually lowered. A feature allowing users to track changes their friends make to profiles backfired when many users denounced it as stalking and threatened protests. Facebook quickly apologized and agreed to let users turn off the feature. Facebook promises no information that could identify individual will be disclosed to advertisers. And Chris Kelly, the company's chief privacy officer, said users can complain again if they find the new targeting program intrusive.

- Zuckerberg said Facebook planned to go after the bigger opportunities in generating demand ? something Google and other sites are also trying to do through display and other brand promotions. Seeing a friend buy a product or praise a band, he said, are good ways to generate demand. Coca-Cola Co., General Motors Corp.'s Saturn and Sony Corp.'s Sony Pictures are among leading brands contributing to the more than 100,000 company pages launching on Facebook. The key difference between companies' pages and individuals' is that businesses will not have access to individuals' profiles the same way their friends do, even when users formally declare themselves "fans" of a company. Zuckerberg told reporters he was not worried users would consider Facebook too commercial. He said regular ads would stand out more because targeted ads can be better integrated with conversations users are already having with one another.

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 NEW YORK TIMES (BITS BLOG) - November 7.  
 Facebook Everywhere - Saul Hansell.  
<http://tinyurl.com/26nor7>

- The most important bit of news at Facebook's press conference yesterday was what they didn't say out loud: Once the company gets the bugs out of its system for social ads on its own site, it will likely create a network to use its data to display advertising on other sites. This could help solve the major dilemma of social networks: They have a lot of information about their users that can help advertisers find their best prospects. But users don't respond well to ads on the network sites because they are so involved in reading about and communicating with their friends.

- Even more interesting, perhaps, Facebook may be able to append the implicit endorsement of friends to ads on this network. Imagine checking out the forecast on Weather.com, and you see a banner with a picture of your buddy Joe, saying Joe just bought a Canon digital camera from Amazon.com next to an ad for the latest Canon model. If someone else went to the same site, they might see an ad featuring a product recently endorsed by one of his or her friends. There is no small number of technical challenges to make such a system work in high volume with the appropriate controls for private information. It doesn't strike me as impossible however. It may well be creepy to some, just as Google's ads on Gmail, which are linked to the topic of your conversations, make some users uncomfortable.

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+ DOUBLECLICK & ONLINE PRIVACY +

eWEEK - November 7.

GOP Calls for Closer Look at Google-DoubleClick Deal - Roy Mark.

<http://tinyurl.com/2fau2u>

- In a Nov. 6 letter to Subcommittee Chairman Bobby Rush, D.-Ill., Republican members of the panel urged Rush to schedule an oversight hearing on the merger. The acquisition would combine two of the biggest players in online advertising. Google's text-based AdSense business is based on clickable links, while DoubleClick's technology places targeted banner ads and other display advertising on popular online sites. At a September Senate hearing on the merger, Google Chief Legal Counsel David Drummond contended the deal does not foreclose other companies from competing in the online advertising market. Drummond pointed to Microsoft's \$6 billion acquisition of online advertising firm aQuantive, which already has received the Federal Trade Commission's blessing, Yahoo's deal to buy Right Media and AOL's purchase of AdTech and Tacoda as proof of a vibrant online ad market. "Each of the acquisitions following our purchase of DoubleClick demonstrates that there are sophisticated, well-financed and competitive companies that believe the online advertising space merits more investment and remains open to competition," Drummond said at the Senate hearing.

- House Republicans, though, are more concerned about the privacy aspects of the merger. "One focus of this hearing could be on how this information is used and what could be done to better protect consumer privacy," the Republicans' Nov. 6 letter states. "The privacy implications of such a merger are enormous and without an in-depth examination, we and the American public will not fully understand what all those implications might be." Barton added in his comments that consumer privacy is being overlooked in the merger. "The more I know about the Google-DoubleClick merger, the more I realize that that the personal privacy of computer users doesn't seem to be much of a priority," he said. "Google is an information colossus already, but add on DoubleClick's marketing power and you produce a single commercial entity that can know more about you and me than nearly everybody but mom and the IRS."

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NEWS.COM - November 8.

Why are Republicans in Congress targeting Google? Two reasons - Declan McCullagh.

<http://tinyurl.com/2el26c>

- An odd thing happened in Washington this week. A dozen Republicans demanded a public hearing into Google's proposed \$3.1 billion acquisition of DoubleClick because, they claim, "the privacy implications of such a merger are enormous." This demand came in a letter from those politicians, including Rep. Dennis Hastert, to their Democratic counterparts, who now have the power to decide whether to haul Google in for questioning. What's odd is that these are the same Republicans who have spent their political careers extolling the virtues of mergers when telecommunications giants are vying to acquire one another. To say these Republicans like telecommunications mergers is an understatement akin to saying the U.S. occupation of Iraq may have encountered some setbacks over the past few years.

- Let's look at the record of Rep. Joe Barton, a Texas Republican who climbed on the anti-Google bandwagon with a simultaneous press release saying, "I wonder if the intentional collection and coordination of all that personal data about us is such a good idea." This is the same Joe Barton who, as chairman of the House Energy and Commerce Committee, presided over a March 2005 hearing in which he championed the mergers of Sprint and Nextel, AT&T and SBC, and Verizon and MCI--all in one breath. The following year, Barton put the squeeze on the FCC to approve the \$86 billion AT&T-BellSouth merger, saying: "The commission has a responsibility to act expeditiously on the AT&T-BellSouth application so that consumers will have an opportunity to reap the benefits." It worked. The FCC approved the merger two months later. Like many of these Republicans, Barton is paid most handsomely in campaign contributions from the oil and gas industry (he supports taxpayers subsidizing the creation of new refineries for petrochemical companies). But telecommunications companies and their employees are up there as well, writing him checks for more than \$1 million over the years.

- That's the first reason some Republicans in Congress dislike Google, or at least are willing to publicly savage it: The search company has been fighting against AT&T, Verizon Communications, and Comcast over Net neutrality regulations for the last few years. Now that the Federal Trade Commission is reviewing the Google-DoubleClick deal, it's time for some payback. The second reason is more speculative but worth noting. And it's that Republicans know that Google is run by Democrats. It's true. Chief Executive Eric Schmidt has written checks for \$163,000 to Democratic campaign committees. Google board member John Doerr has given more than \$507,000 to Democratic committees (and that's not even counting individual politicians). Google board member Ram Shriram gave to only one presidential candidate this year: Barack Obama. Google board member Shirley Tilghman gave money only to Democratic causes, including Emily's List. And so on.

- For its part, all Google would say on the record was: "Google has taken a number of industry-leading steps to improve privacy for our users, and the success of the DoubleClick acquisition depends on our retaining our users' trust. FTC Commissioner Jon Liebowitz said last week that online-privacy concerns 'really do transcend any particular acquisition,' and we think that Congress would be best served by taking an industrywide look at the issue." Fat chance. It's about as likely as Barton and the other Republicans living up to their party's official platform (PDF), which says "government should be...market-based, actively promoting rather than stifling innovation." It's a bizarre world when the Democrats--House aides have signaled that a hearing is unlikely this year--are starting to sound like the voice of reason when it comes to an enlightened, pro-competition antitrust policy.

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NEW YORK TIMES - November 5.

Tracking of Web Use by Marketers Gains Favor - Louise Story

<http://tinyurl.com/2as2bk>

- Just days after a commissioner at the agency expressed concern about consumer privacy on the Internet, two large social networking sites are showcasing new ways to use information about their members to deliver specialized advertisements. MySpace will announce today that more than 50 large advertisers, including Ford and Taco Bell, are using its so-called HyperTargeting ad program, which scours user profiles for interests and then delivers related ads. And, within the next few days, Facebook is widely expected to announce a new advertising system that will be based on data from its members' profiles. The MySpace announcement is unrelated to the recent F.T.C. hearings on online advertising ? rather, it was timed to the start of Ad:Tech, a digital advertising conference in New York, according to Michael Barrett, chief revenue officer for Fox Interactive Media, the unit of the News Corporation that includes MySpace. MySpace is also announcing a self-service site where small and midsize advertisers can buy custom display ads on the site.

- Privacy advocates said they were surprised how quickly online companies came back to the market promoting their targeting programs. ?Despite all of the assurances that the industry gave to regulators and the public, it sounds as if their business plans sort of fly in the face of the promises to operate without exploiting young people,? said Kathryn Montgomery, a professor at American University and author of the book ?Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet.? ?If you are hanging out with your friends and talking about who you are, what rock stars you like, and so on, you don't assume that someone is sitting there and taking down every word you're saying and putting it into some kind of algorithm,? she said.

- MySpace was notably absent from the panels at the F.T.C.'s forum on behavioral targeting held in Washington last week. Executives from Google, Yahoo, Microsoft, the AOL unit of Time Warner and Facebook discussed their privacy policies, but MySpace sent representatives only to watch the forum, not to speak. A spokeswoman from MySpace said the company would be active in discussions about privacy. The forum was the agency's first public workshop on online advertising in eight years, and officials from the agency expressed concern that marketers and Internet companies might be infringing on people's privacy in some of the way they use online data to aim their ads. ?People should have dominion over their computers,? said Jon Leibowitz, an F.T.C. commissioner. ?The current ?don't ask, don't tell? in online tracking and profiling has to end.?

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+ YOUTUBE +

GLOBE AND MAIL - November 7.

Google gives Canada its own YouTube - Matt Hartley.

<http://tinyurl.com/25xdv6>

- The world's most popular video-sharing website has launched a new Canadian version - <http://youtube.ca> - which went live Monday night. At a press conference yesterday morning, company officials said the new site is designed to promote Canadian-generated content. Videos posted by Canadians will appear in the "featured videos" and "promoted videos" sections of the site. ... Although Google already had the capacity to sell ads aimed solely at Canadians on YouTube, having a dedicated Canadian YouTube community gives the parent company more options to entice advertisers and more opportunities to deliver targeted advertising.